

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

What We Claim Is:

1. (currently amended)        A method for marketing in the wine/spirits industry, comprising:  
      ~~receiving an offer from~~ at least one wine/spirit supplier making an offer to at least one participating retail wine/spirit establishment to pay said at least one participating retail wine/spirit establishment for a solicitation made by said at least one participating retail wine/spirit establishment to at least one identified consumer of said at least one participating retail wine/spirit establishment, where said solicitation is for a selected set of products, ~~where said offer is made by said at least one supplier to said at least one participating retail wine/spirit establishment;~~  
      communicating a set of possible product offerings from said at least one wine/spirit supplier to at least one of said participating retailers of wine/spirits;  
      receiving a communication from at least one said participating retailer agreeing to offer a subset of said set of product offerings at a sale price;  
      analyzing first information related to said subset of said set of product offerings with a computer, where said computer is part of a said channel hub; and,  
      communicating second information related to sales of said subset of said set of product offerings to an interested party.

2. (original)                The method as recited in Claim 1 wherein said interested party is a supplier of wine/spirits.

3. (original)                The method as recited in Claim 1 wherein said interested party is a wholesaler of wine/spirits.

4. (original)                      The method as recited in Claim 1 wherein said interested party is a participating retailer of wine/spirits.

5. (previously presented)      The method as recited in Claim 1 wherein said first information related to said subset of said set of product offerings is selected from the group consisting of inventory information, sales information, retail customer profile, product profile, geographic profile, ranking of acceptance of the subset of sales offers, discounts, display locations, advertising, sales personnel, retailer profile, wholesaler profile, supplier profile, retail store mapping, promotional profile, and communication efficacy.

6. (previously presented)      A method for marketing in the wine/spirits industry, comprising:  
   communicating a set of possible product offerings from at least one supplier to a channel hub for communication to at least one participating retailer of wine/spirits;  
   receiving a communication from said hub that at least one said participating retailer agrees to offer a subset of said set of product offerings at a sale price; and,  
   analyzing information provided to said hub from said participating retailer related to said subset of said set of product offerings with a computer, where said computer is associated with said hub.

7. (original)                      The method as recited in Claim 6 wherein said information related to said subset of said set of product offerings is selected from the group consisting of retail customer profile, retail inventory information, retail sales transaction information, advertising, wholesaler performance information, retailer performance information, promotional performance information, promotional profile information and geographic profile information.

8. (previously presented)      A method for marketing in the wine/spirits industry, comprising:

receiving a set of possible product offerings from a channel hub intended for at least one participating retailer of wine/spirits;

promoting a subset of said set of product offerings to said at least one said participating retailer; and,

receiving a communication from said channel hub that at least one of said participating retailer agrees to offer a subset of said set of product offerings at a sale price; and,

analyzing information provided to said hub from said participating retailer related to said subset of said set of product offerings with a computer, where said computer is associated with said hub.

9. (original)                      The method as recited in Claim 8 wherein said information related to said subset of said set of product offerings is selected from the group consisting of retail customer profile, retail inventory information, retail sales transaction information, advertising, supplier performance information, retailer performance information, promotional performance information, promotional profile information and geographic profile information.

10. (previously presented)      A method for marketing in the wine/spirits industry, comprising:  
receiving an offer sent by a channel hub for a selected set of products provided by a supplier of wine/spirits;  
selecting a subset of said selected set of products to offer for sale to retail consumers at a sale price;  
communicating said selected subset of said selected set of products to said channel hub;  
and,  
analyzing information related to said subset of said set of product offerings with a computer, where said computer is associated with said channel hub.

11. (original)                      The method as recited in Claim 10 wherein said information related to said subset of said set of product offerings is selected from the group consisting of

retail customer profile, product profile, geographic profile, ranking of acceptance of the subset of sales offers, discounts, display locations, advertising, sales personnel, retailer profile, wholesaler profile, supplier profile, promotional performance information, promotional profile, retail store mapping, and communication efficacy.

12. (previously presented) A method of communication in the wine/spirit industry, comprising transmission of a customized promotional offer created at least in part by a computer, from a channel hub directly to consumers of a retail wine/spirit establishment, where said computer is associated with said channel hub and said transmission is paid for by a supplier of wine/spirits.

13. (original) A method of communication as recited in Claim 12 wherein said transmission is made over a global information network.

14. (previously presented) A method for marketing in the wine/spirits industry, comprising:  
communicating, from a channel hub, an offer from at least one wine/spirit supplier to at least one participating retail wine/spirit establishment, where said offer is to pay for a solicitation to at least one identified consumer of said participating retail wine/spirit establishment for a selected set of products;

generating, using said channel hub, a set of possible product offerings from said at least one supplier;

communicating, from said channel hub, said set of possible product offerings to at least one of said participating retailers of wine/spirits;

receiving, at said channel hub, a communication from at least one said participating retailer agreeing to offer a subset of said set of product offerings at a sale price;

analyzing information related to said subset of said set of product offerings with a computer, where said computer is part of said channel hub; and,

communicating, from said channel hub, said information related to said subset of said set of product offerings to an interested party.

15. (previously presented) A method for marketing in the wine/spirits industry, comprising:

communicating, from a channel hub, an offer from at least one wine/spirit supplier to at least one participating retail wine/spirit establishment, where said offer is to pay for a solicitation to at least one identified consumer of said participating retail wine/spirit establishment for a selected set of products;

communicating, from said channel hub, a set of possible product offerings to at least one of said participating retailers of wine/spirits, where said products are from said at least one supplier;

receiving, at said channel hub, a communication from at least one said participating retailer agreeing to offer a subset of said set of product offerings at a sale price;

analyzing information related to said subset of said set of product offerings with a computer, where said computer is part of said channel hub and said information is selected from the group consisting of inventory information, sales information, retail customer profile, product profile, geographic profile, ranking of acceptance of the subset of sales offers, discounts, display locations, advertising, sales personnel, retailer profile, wholesaler profile, supplier profile, retail store mapping, promotional profile, and communication efficacy; and,

communicating, from said channel hub, said information related to said subset of said set of product offerings to an interested party.